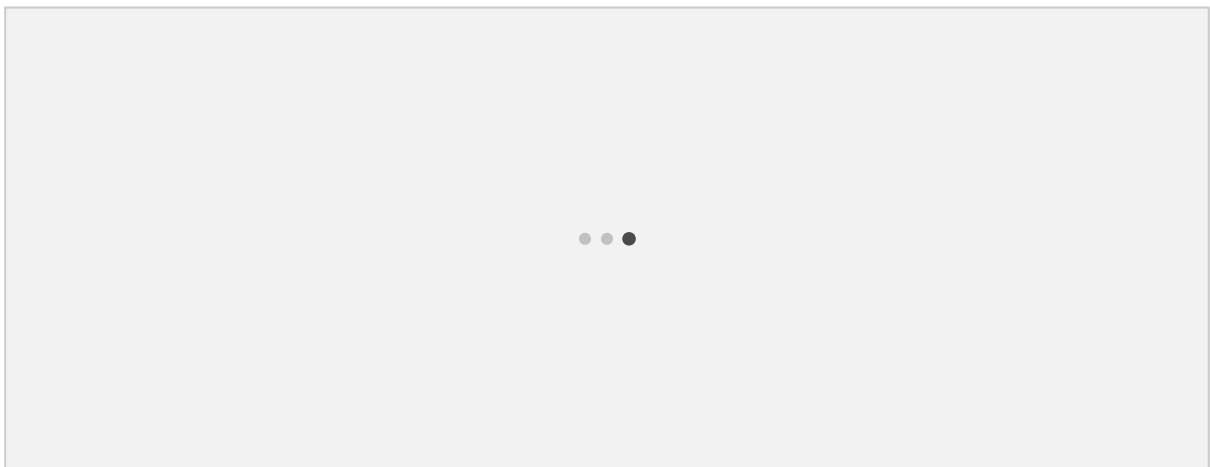


# A Complete Synopsis on Programmatic Advertising Platform

“To **Whom**, **When** and **Where**” you serve ads automatically is programmatic targeting in a nutshell. Whereas to understand the “**How**” part, you need to know about programmatic advertising platforms!

Programmatic advertising platforms not only automate ad buying and selling but also enable you to do an [omnichannel](#) or multichannel orchestration depending upon the provider.



It's a known fact that nowadays customers are using multiple devices and channels to make a purchase. Hence, a lot of customer data, which is deposited in silos, is available for you to reach your customers wherever they are in the online ecosystem.

From tracking your [customer journey](#) to reaching them with relevant ads, the whole process is complicated. But, thanks to programmatic digital advertising, it is much easier today.

**In this article, we have covered the following topics –**

- What is a Programmatic Advertising Platform?
- Programmatic Advertising – What, How and Why It's Important?
- What are Self-Serve Programmatic Platforms?
- Why Are Self-Serve Programmatic Platforms Becoming a New Trend?

- Advantages of Self-Serve Advertising Platforms
- AudiencePrime – As a Self-Serve Programmatic Advertising Platform
- What Makes AudiencePrime a Self-Serve Platform?

## What is a Programmatic Advertising Platform?

A programmatic advertising platform facilitates automated media buying for advertisers.

Unlike traditional ad buying, which involves human negotiations, programmatic buying is completely automated. It works on the basis of algorithms and RTB (real-time bidding process).

**Wondering, why programmatic media buying is trending from a couple of years ago?**

Interestingly, a study by PwC states that **“By 2022, more than 50% of advertising budgets will be digital”** ([Source 1](#)).

Yes, online advertising is gradually replacing offline ads such as billboards, newspaper ads, and so on. Simply because of the increasing dependency on the internet and devices like mobiles/tablets.

Hence, marketers are also reaching customers online and indeed it is proving to be more effective. It is leading to the popularity of programmatic advertising agencies.

So, how does a programmatic advertising platform work? Let's understand more about it.

## Programmatic Advertising – What, How and Why It's Important?

As said earlier, programmatic advertising involves automated ad buying, selling and managing. The ecosystem has different types of ad tech platforms like DMP, DSP, CDP, SSP, Ad Exchanges and many more.

## What's the Role of DMP in Programmatic Advertising?

A DMP or [Data Management Platform](#) is the source which contains the inventory of data. It's here that you can process, enrich and segment your data for further use cases. A DMP is connected with various other platforms like DSPs, SSPs, Ad Exchanges and so on.

## So, What Does a DSP Do?

A DSP or Demand-Side Platform is a type of programmatic ad buying platform where advertisers can buy digital ad space. They are integrated with ad exchanges and SSPs which provide the list of ad inventory available for sale. Advertisers will bid for the available ad slots through a DSP.

## Where Does SSP Come Into the Picture?

An SSP or Supply-Side Platform is mainly for publishers to sell their ad inventory. Publishers are those who own a website or app, etc., where ads can be displayed to a visitor. Even SSPs are connected with various ad exchanges where they can put their media space for sale.

**Well, now you know that a DSP is for an advertiser and SSP is for a publisher. Wondering, what ad exchanges are doing in the middle?**

Yes, exactly! That's what they do – they mediate.

## Ad Exchanges – How Do They Work?

An [Ad Exchange](#) is nothing but a marketplace where both advertisers and publishers buy and sell ad inventory. In simple terms, both publishers and

advertisers are connected with ad exchanges through SSPs and DSPs. And the bidding or RTB (real-time bidding) happens in ad exchanges.

Together all these platforms are connected to a programmatic advertising platform and directly or indirectly contribute to the RTB process.

## What is RTB?

Real-time bidding is an automated auction for the sale and purchase of ad inventory. Advertisers bid for the ad slots for the cost and ad impressions defined by the publishers.

As similar to any bidding process, the highest bidder gets the ad slot and his ad will go into the respective webpage. Interestingly, all this happens within a fraction of a second. Meaning, it takes place within the time you visit and leave a website.

Hence, in a way, RTB forms the epicentre of a programmatic advertising platform.

**Now, you know what and how programmatic digital advertising works. Next, let's understand why it is important?**

Before the invention of programmatic media buying, advertising happened in a more complicated way. Meaning, it had to happen through human interaction, submission of RFPs and contracts, etc. Now, the process is streamlined and happens with less human effort.

In fact, [programmatic bidding](#) is more systematic and works with the help of algorithms. So, it is easier for advertisers to choose a relevant media space for their ad and for publishers to generate more revenue by selling their ad space.

Moreover, everything happens on a real-time basis and in a cost-effective way.

Yes. Now that you have a holistic view of programmatic [display advertising](#). It's easier to grasp yet another interesting concept – a self-serve programmatic advertising platform.

Let's move on to Self-Serve Programmatic Platforms and how is it different from Managed Services?

## What are Self-Serve Programmatic Platforms?

Self-serve programmatic platforms are mostly DIY platforms that allow you to manage and optimize your ad campaigns on your own. Unlike other programmatic advertising platforms, you don't need any managed services to navigate in a self-serve DSP.

Also, a self-serve advertising platform enables you to activate your campaigns across multiple channels like [programmatic display](#), video, mobile, social media, OTT and more.

## Why Are Self-Serve Programmatic Platforms Becoming a New Trend?

A decade ago, advertisers had to rely on multiple agencies to activate and manage their ads. Today, the evolution of online advertising has made the advertising process much easier. Brands and agencies are now looking for convenient ways to handle their ad campaigns.

Hence, self-serve advertising platforms are becoming more and more popular. Apart from enabling you to operate the platform easily, a [self-service DSP](#) negates the requirement of a middleman ( a sales representative) to manage your ads. Therefore, reducing the additional costs incurred on a managed service.

Not only that, but it also helps you to create, activate, update and monitor the performance of your ad at your own convenience. This way, the advertising process is much easier and faster to perform.

So, self-serve programmatic advertising platforms are slowly becoming a new trend.

Furthermore, we'll look at some benefits of self-serve platforms.

# Advantages of Self-Serve Advertising Platforms

## Cost-effective Process

Now all businesses look for cost-efficient platforms and technologies in advertising. And, a self-serve DSP is economical as it doesn't require additional people or an agency to set up and regulate your campaigns. Therefore, making it cost-effective.

## Improved Campaign Management

As you will have complete control over your ad campaigns, you can easily monitor and optimize your campaigns whenever it is required. There won't be any hassle of coordinating with another person to make changes to your campaign. You can view your campaign's performance and make the necessary changes to make it more effective.

## Provides Different Advertising Opportunities

A self-serve programmatic advertising platform not only aids you in effective ad management and ad buying but also applying multiple strategies. Yes, digital advertising has a lot of options in terms of advertising approaches and techniques.

And using a self-serve platform, you can definitely experiment with various ad strategies and see what works best for you. Hence, self-serve programmatic platforms are versatile and gives a leeway for advertisers.

Although it is a new concept, many small to large-scale businesses are showing more interest in self-serve platforms.

As a result, we can see many companies which offer self-serve features in the programmatic advertising market today. And, one such platform is AudiencePrime by [DigitalKites](#).

# AudiencePrime – As a Self-Serve Programmatic Advertising Platform

AudiencePrime is one of the best self-serve multi-channel programmatic advertising platforms out there.

Know why?

- Prime is a multi-channel ad platform where programmatic, social, email, OTT and SMS campaigns can be orchestrated directly from the platform.
- It enables you to create and activate ads on the particular segments of your choice. And, monitor the performance of all your campaigns on the platform too.
- AudiencePrime is a completely DIY platform where you can manage your audience segments and access multiple ad tech features.

Apart from these, Prime allows you to –

- Bring out your siloed data and gather it under a single roof through Data Onboarding feature.
- Map offline data with online ids through Identity Resolution and in-build identity graph.
- Buy and sell audience segments in the Audience Marketplace.
- Create Lookalike Models from the vast inventory of data available within the platform.
- Enrich your data for enhanced audience targeting.

## What Makes AudiencePrime a Self-Serve Platform?

Prime has a separate tool to create display and video ads. And, activate your ad campaigns directly on Facebook, Programmatic (websites & apps), Twitter, OTT, Emails, SMS and more.

Additionally, you can export your audience segments to a particular destination (platform) and run campaigns on that platform as well.

As a self-service programmatic platform, Prime allows you to adjust the parameters, monitor and scale-up the performance of your ad campaigns easily.

So, AudiencePrime, as a collaborative self-serve platform, provides you with seamless digital marketing experience.

Hence, it is one of the top programmatic advertising platforms in the market today.

[Register Today](#) to know more about this amazing platform.

## Conclusion

Programmatic advertising platforms have revolutionized the [MadTech industry](#). It's the ability to reach the relevant audience and maximize conversions is driving more businesses to opt for digital marketing.

Indeed, automated ad buying and selling have also given a new dimension to small and medium-scale businesses to reach global audiences today.

Since programmatic advertising platforms are also connected with various platforms, it is easier to carry out [multi-channel marketing](#) as well.

While you are reaching your customers everywhere in the online environment, their response is also great. It has increased the percentage of people who are relying on online shopping as opposed to offline shopping.

Ultimately, leading to the popularity of programmatic advertising platforms.